

**Claims:**

What is claimed is:

1. A method for accessing data records in a private data set having restricted access, the records in the private data set being accessible only by authorized users, the method comprising the steps of:

separating a data record into a public data record stored in a public data set and a private data record stored in a private data set;

creating a logical link logically relating the public data record with the private data record;

receiving a request from a user to perform a predefined operation, the request comprising information from the public data record, the user not authorized to access the private data set;

finding the private data record using the information from the public data record received from the user in combination with the logical link; and

performing the predefined operation using the private data record.

2. The method according to claim 1 wherein the logical link comprises a key value stored in the public data record and the private data record.

3. The method according to claim 1 wherein the information from the public data record received from the user comprises a key value stored in the private data record.

4. The method according to claim 1 wherein the predefined operation comprises blind analysis of data in a plurality of private data records.

5. The method according to claim 4 comprising the further step of forwarding the results of the blind analysis to the user.

6. The method according to claim 1 wherein performing the predefined operation comprises the further steps of:

using information from the private data record as a network address; and

transmitting a message to the network address.

7. The method according to claim 6 wherein the message comprises email.

8. The method according to claim 6 wherein the message comprises message information from any one of the private data record or the public data record.

9. The method according to claim 6 wherein the message comprises marketing material.

10. The method according to claim 1 wherein the performing the predefined operation step is performed only when a required condition is satisfied.

11. The method according to claim 10 wherein the required condition is based upon information in the private record.

12. The method according to claim 1 wherein the private data record comprises data regarding any one of a link ID, a key, a consumer or an enterprise.

13. The method according to claim 1 wherein the public data record comprises data regarding any one of a link ID, a key, a consumer or a product.

14. The method according to claim 1 wherein the performing the predefined operation step comprises the further step of retrieving data from any one of the private data record or the public data record.

15. The method according to claim 14 comprising the further step of forwarding the retrieved data to the user.

16. A system for accessing data records in a private data set having restricted access, the records in the private data set being accessible only by authorized users, the system comprising:

a separator separating a data record into a public data record stored in a public data set and a private data record stored in a private data set;

a logical link creator for logically relating a public data record element with the private data record;

a receiver receiving a request from a user to perform a predefined operation, the request comprising information from the public data record, the user not authorized to access the private data set;

a record finder finding the private data record using the information from the public data record received from the user in combination with the logical link; and

an application performing the predefined operation using the private data record.

17. The system according to claim 16 wherein the logical link comprises a key value stored in the public data record and the private data record.

18. The system according to claim 16 wherein the information from the public data record received from the user comprises a key value stored in the private data record.

19. The system according to claim 16 wherein the predefined operation comprises blind analysis of data in a plurality of private data records.

20. The system according to claim 19 further comprising a transmitter forwarding the results of the blind analysis to the user.

21. The system according to claim 16 wherein the application further comprises:

an addresser using information from the private data record as a network address; and

a sender transmitting a message to the network address.

22. The system according to claim 21 wherein the message comprises email.

23. The system according to claim 21 wherein the message comprises message information from any one of the private data record or the public data record.

24. The system according to claim 21 wherein the message comprises marketing material.

25. The system according to claim 16 wherein the application performs the predefined operation only when a required condition is satisfied.

26. The system according to claim 25 wherein the required condition is based upon information in the private record.

27. The system according to claim 16 wherein the private data record comprises data regarding any one of a link ID, a key, a consumer or an enterprise.

28. The system according to claim 16 wherein the public data record comprises data regarding any one of a link ID, a key, a consumer or a product.

29. The system according to claim 16 wherein the predefined operation comprises retrieving data from any one of the private data record or the public data record.

30. The system according to claim 29 further comprising a forwarder forwarding the retrieved data to the user.

31. A computer program product for accessing data records in a private data set having restricted access, the records in the private data set being accessible only by authorized users, the computer program product comprising a computer readable medium having computer readable program code therein, the computer program product comprising:

computer readable program code for separating a data record into a public data record stored in a public data set and a private data record stored in a private data set;

computer readable program code for creating a logical link logically relating a public data record element with the private data record;

computer readable program code for receiving a request from a user to perform a predefined operation, the request comprising information from the public data record, the user not authorized to access the private data set;

computer readable program code for finding the private data record using the information from the public data record received from the user in combination with the logical link; and

computer readable program code for performing the predefined operation using the private data record.

32. The computer program product according to claim 31 wherein the logical link comprises a key value stored in the public data record and the private data record.

33. The computer program product according to claim 31 wherein the information from the public data record received from the user comprises a key value stored in the private data record.

34. The computer program product according to claim 31 wherein the predefined operation comprises blind analysis of data in a plurality of private data records.

35. The computer program product according to claim 34 further comprising computer readable program code for forwarding the results of the blind analysis to the user.

36. The computer program product according to claim 31 wherein computer readable program code for performing the predefined operation further comprises:

computer readable program code for using information from the private data record as a network address; and

computer readable program code for transmitting a message to the network address.

37. The computer program product according to claim 36 wherein the message comprises email.

38. The computer program product according to claim 36 wherein the message comprises message information from any one of the private data record or the public data record.

39. The computer program product according to claim 36 wherein the message comprises marketing material.

40. The computer program product according to claim 31 wherein the performing the predefined operation step is performed only when a required condition is satisfied.

41. The computer program product according to claim 40 wherein the required condition is based upon information in the private record.

42. The computer program product according to claim 31 wherein the private data record comprises data regarding any one of a link ID, a key, a consumer or an enterprise.

43. The computer program product according to claim 31 wherein the public data record comprises data regarding any one of a link ID, a key, a consumer or a product.

44. The computer program product according to claim 31 wherein the predefined operation step comprises retrieving data from any one of the private data record or the public data record.

45. The computer program product according to claim 44 further comprising a computer readable program code for forwarding the retrieved data to the user.